SONATA SOFTWARE LIMITED

16th June, 2015

The Listing Manager
Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001.

Dear Sir/Madam,

Sub : Press Release

Please find enclosed copy of the press release which is being released today announcing that the Company will be participating as a gold partner and exhibitor at the ReTechCon event, to be held in Mumbai, India from 17th to 18th June this year.

Kindly take the same on record.

Thanking you,

Very truly yours
For **SONATA SOFTWARE LIMITED**

PRIYA MANOJ JASWANI
COMPANY SECRETARY

CC to : The National Stock Exchange Ltd – Mumbai

SONATA SOFTWARE

Sonata to exhibit class leading omni channel retail solutions at ReTechCon

Bengaluru, June 16th, 2015

Sonata Software, a global IT services and technology solutions Company, announced today that it will be participating as a gold partner and exhibitor at the ReTechCon event, to be held in Mumbai, India from 17th to 18th June this year. A proven partner with a strong track record on key retail technologies such as hybris (SAP) and Microsoft Dynamics AX Retail, Sonata has also built a track record in enabling digital transformation initiatives of leading retail brands including Fortune 500 customers, across the globe. With retail as a strategic focus vertical for its business and the significant impact of new age technology driven retailing in the Indian market, Sonata is seeking to extend its foot print of customers in the country.

Sonata will be showcasing its 'Brick and Click' solution, at the event. This unified end-to-end Omni-channel platform enables retail companies to provide seamless, consistent and differentiated customer experience across channels while still optimizing their operations and simplifying their IT landscape. Apart from this, Sonata will also showcase other retail technology solutions based on ecommerce, mobility and analytics. These include RETINA a pre-built big data enabled retail BI and analytics platform that helps key role holders such as category managers, store managers and shop staff act on their customer behavior data to drive business. A suite of Mobile First Retail solutions that fast track mobile enablement of retail businesses will also be show cased at the event.

Speaking on the occasion, Ananth Padmanabhan, Head – Asia at Sonata Software said, "Omni-Channel Commerce is a global trend which we are seeing currently. Its impact on the retail industry is big. Increasingly retail firms are embracing the next gen shift to Omni-Channel Commerce which integrate digital and store channels to reach out to their customers. Sonata has some of the best e-Commerce and Omni-Channel Commerce solutions that can provide retailers a competitive edge. ReTechCon is a great place to showcase our solution in front of leading industry leaders and clients."

As part of its industry creation activities, the Retailers Association of India (RAI) hosts the Retechcon (Retail Technology Conclave) – A knowledge-sharing platform focused on the technology aspect of the retail business. Launched 10 years ago, it has since grown to become the country's largest congregation of CIOs/CTOs and experts in the retail technology domain. The Conclave is designed to help retailers understand and adapt the rapid changes in technology for the benefit of their businesses as well as consumers.

About Sonata Software

Sonata Software is a global IT services firm focused on catalysing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement,

operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 100 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

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